

eCOMMERCE – Course 1: Internet Marketing

Levels:	Grades 10-12
Units of Credit:	1 Semester (.5)
CIP Code:	08.0802
Prerequisite:	None

COURSE DESCRIPTION

Students will analyze company sites and redesign and develop sites from a marketing perspective. They will then have the opportunity to create different forms of multimedia and to learn of options for adding online sales to sites. Students will complete the course with an understanding of target audience and marketing objectives as they relate to online companies. Students taking marketing classes should have the opportunity to participate in the DECA Organization (student marketing leadership association). DECA related activities and curriculum can be used as an approved part of all marketing classes.

STANDARD 08.0802-01	Students will reconstruct the home page of a large company retail site and learn to analyze web sites for marketing rights and wrongs.
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OBJECTIVES
08.0802-0101

- Students will ask themselves how sites are designed and put together.
- Students will compare web sites for three large retail companies.
 - Students will understand that sites must be designed before they can be created.
 - Students will know that marketing and technical know-how are required elements for company web sites.

08.0802-0102

- Students will recognize choice of color, target audience, and site dimensions as valuable marketing objectives.
- Students will be given examples of current color choices of large corporations and be told why those colors are used for particular target audiences and products.
 - Students will compare web sites for fast food, retail, and electronics super stores, looking for the objectives discussed in this lesson.

08.0802-0103

- Students will learn the importance of putting together a marketing plan for a company web site.
- Students will study the outline of a marketing plan to satisfy online and offline marketing strategy.
 - Students will recognize the elements of a marketing plan.

08.0802-0104

- Students will understand the process of putting a web site on the Internet.
- Students will understand the concept of registering and renewing a domain name
 - Students will understand the importance of keeping their account information current with domain registry companies.
 - Students will understand DNS (Domain Name Servers) and FTP (File Transfer Protocol).

08.0802-0105 Students will be able to distinguish between positive and negative marketing options for companies with an online presence.

- Students will recognize good marketing options.
- Students will recognize poor marketing options.
- Students will be able to identify poor design and marketing strategy.
- Students will understand brand recognition and its relevance to successful business.
- Students will understand principles of psychographics (one of the market segmentations for defining a target audience), and its role in online success.

08.0802-0106 Students will understand why consumers are prone to making purchases from large, well-known retailers.

- Students will associate company image with selling power.
- Students will see that consumer awareness of companies and brands is an influential factor in eliminating fear of online shopping.

08.0802-0107 Students will review some marketing events for DECA/DEX and see what events have been given in the past for eCommerce at the high school and college level.

- Students will become aware of the types of questions they may encounter in a DECA competitive event for eCommerce.

STANDARD
08.0802-02 **Students gain an understanding of professional design and development from a marketing perspective.**

OBJECTIVES
08.0802-0201

Students will understand the importance of designing before creating a web site and will identify the target audience for the site they have selected to redesign.

- Students will recognize the intended age group for the web site and company.
- Students will recognize the intended gender for the web site and company.
- Students will recognize common psychographics (behavioral tendencies and likes and dislikes) of the audience who would be drawn to this particular company web site.
- Students will recognize a common educational background and income range for the intended audience of the web site and company.
- Students will determine whether or not geographic segmentation needs to be considered within the marketing strategy.

08.0802-0202 Students will become aware of the roles of the company logo, site navigation and general layout in attracting and keeping site guests.

- Students will recognize the potential affect of the company logo over the entire visual design of the site and company.
- Students will determine where to place their site navigation within their designs to best suit the objectives of the web site and company.

08.0802-0203 Students will understand format choices for computer graphics.

- Students will know that GIF and JPEG formats are preferred online.
- Students will know how to save an image in a GIF or JPEG format within Fireworks® and PhotoShop®.
- Students will understand how file size in pixels differs from file size in KB and how the two work together on the Internet.

08.0802-0204 Students will understand sites can be created using an ASCII text or WYSIWYG editor.

- Students will understand how to add images to pages.
- Students will understand how to link pages together.

- Students will understand how forms are used to collect data from site guests.
- Students will know how to add Title attributes to links.
- Students will understand how tables are used to organize data and images on a page.
- Students will understand the importance of and how to add ALT attributes to images.

08.0802-0205

Students will understand significant issues with company image.

- Students will recognize “atmosphere” and “tone” in marketing messages of all types, including the web site.
- Students will understand the importance and value in mirroring company image online and in other forms of marketing media.

08.0802-0206

Students will understand the process of preparing a site to be listed with search engines.

- Students will understand META tags.
- Students will understand the value of a professional Title tag.
- Students will understand how to determine the frequency for submitting sites to search engines.

**STANDARD
08.0802-03**

Students will gain knowledge and experience with multimedia.

OBJECTIVES
08.0802-0301

Students will recognize timely use of multimedia on a site.

- Students will understand when and why media is added to a site.
- Students will see the correlation between marketing and online multimedia.

08.0802-0302

Students will be able to determine the type of multimedia encountered on a web site; which software was used to create it.

- Students will be able to distinguish between sites using Flash® or Director® and sites with JavaScript or comparable scripting language.
- Students will understand the concept of a browser plug-in for multimedia.

08.0802-0303

Students will understand the basic to intermediate concepts within Flash®

- Students will understand working areas within Flash®: Library, Stage, Timeline, Frames, Toolbar, menu bar, Action window.
- Students will understand the differences between buttons, graphics, and movie clips.
- Students will understand the basics of Action Scripting within Flash®.
- Students will understand what it means to publish a Flash® file and embed it on a web page.

**STANDARD
08.0802-04**

Students will understand the steps to follow to set up online shopping for a site.

OBJECTIVES
08.0802-0401

Students will understand the options for setting up online shopping on a web site and the process of selecting an eCommerce provider.

- Students will become aware of multiple options for accepting and processing online payments.
- Students will understand the correlation between site hosting and the ability to accept electronic payments online.
- Students will know of a minimum of 4 different options for setting up online shopping capabilities.
- Students will understand the concept of “outsourcing.”
- Students will understand what a merchant account is.

	<ul style="list-style-type: none"> ▪ Students will understand domain names: the cost, the ownership, the importance of company recognition.
08.0802-0402	<p>Students will understand what C2C sites are and how they operate</p> <ul style="list-style-type: none"> ▪ Students will be introduced to the buying and selling options through C2C companies. ▪ Students will understand the process of selling through eBay®.
08.0802-0403	<p>Students will have a better understanding of human behavior, buying online, and insight into what companies can do to help eliminate fear of online shopping.</p> <ul style="list-style-type: none"> • Students will understand effective principles of encouraging consumers to purchase online. • Students will understand what companies do to discourage online shopping, without realizing it. • Student will understand what SSL is and its relationship with increasing online sales.
08.0802-0404	<p>Students will understand the concept of using the Internet to establish financial investments.</p> <ul style="list-style-type: none"> • Students will understand the concept of online banking. • Students will understand what a broker is. • Students will understand the concept of stocks. • Students will understand the concept of mutual funds. • Students will understand the concept of bonds.
08.0802-0405	<p>Students will gain an understanding of marketing and be able to make correct decisions for successful online businesses.</p> <ul style="list-style-type: none"> ▪ Students will be able to recognize good marketing decisions for given business situations. ▪ Students will be able to derive good marketing decisions for businesses based on given situations.

PERFORMANCE OBJECTIVES

- PO-01 Students will gain experience with HTML and Fireworks® basics while they recreate the home page of a site for a large retail company.
- PO-02 Students put together a marketing plan for a given business.
- PO-03 Students will be given the profile of a particular target audience segment and will be asked to create marketing pieces for the given audience based on the psychographics of the targeted group.
- PO-04 Students will redesign a poor page design, following instructions.
- PO-05 Students will practice previous DECA competitive events in the content area of “eCommerce Decision Making.”
- PO-06 Students will gain experience in site design techniques.
- PO-07 Students will prepare web-ready graphics for their redesign project.
- PO-08 Students will develop the pages they’ve designed using a WYSIWYG editor of choice and editing with HTML as necessary.
- PO-09 Students will generate marketing pieces using Flash® and Fireworks®.
- PO-10 Students will try out online shopping enablers and evaluate their ease of use.

PERFORMANCE OBJECTIVE DETAILED EXPLANATIONS

Performance Objective PO-01: (Standard 08.0802-0101)

Students will gain experience with HTML and Fireworks® basics while they recreate the home page of a site for a large retail company.

- Students will set up the HTML for the page in an ASCII page editor.
- Students will add the content: pictures, table, text, and navigation using HTML.
- Students will use Winzip® to unzip and extract the files necessary for this project.
- Students will use Fireworks® to create two image maps that are present on the page.

Performance Objective PO-02: (Standard 08.0802-0103)

Students put together a marketing plan for a given business.

- Students are given a business scenario and asked to come up with all or part of the marketing plan for that company site.
- Students will defend their proposed marketing plan.

Performance Objective PO-03: (Standard 08.0802-0105)

Students will be given the profile of a particular target audience segment and will be asked to create marketing pieces for the given audience based on the psychographics of the targeted group:

- Students will be asked to create a billboard design using PhotoShop® or Fireworks®.
- Students will be asked to design a magazine cover.
- Students will be asked to design a home page for a web site to market a particular product/service.
- Students will gain experience with the basics of PhotoShop® and/or Fireworks®.

Performance Objective PO-04: (Standard 08.0802-0105)

Students will redesign a poor page design, following instructions.

- Students will be told why a particular site is of poor design.
- Students will be told why a particular site doesn't positively market for a company.
- Students will complete instructions to redesign the site in a graphics-editing program.

Performance Objective PO-05: (Standard 08.0802-0107)

Students will practice previous DECA competitive events in the content area of "eCommerce Decision Making."

- Students will be given example DECA competitive event scenarios and asked to practice responding to them.
- Students will be given guidelines to know whether or not their responses hold professionally correct information and recommendations.

Performance Objective PO-06: (Standard 08.0802-0201)

Students will gain experience in site design techniques.

- Students will reassemble a design given to them for the home page of a site.
- Students will design the remaining pages for the site, resulting in a professionally designed pages with a strong marketing focus.
- Students will design the page layout and select colors conducive with target audience.
- Students will use Fireworks®, PhotoShop®, or other comparable software to create the designs for their pages.

Performance Objective PO-07: (Standard 08.0802-0203)

Students will prepare web-ready graphics for their redesign project.

- Students will use Fireworks®, PhotoShop®, or other comparable software to design and create graphics for their projects; site navigation and other images.
- Students will add content to the site, meeting all project and target audience requirements.
- Students will generate GIF and JPEG images for their projects and save files which can be edited at a later time: PNG or PSD.

Performance Objective PO-08: (Standard 08.0802-0204)

Students will develop the page they've designed using a WYSIWYG editor of choice and editing with HTML as necessary.

- Students will create tables and organize data and images within them.
- Students will create hyperlinks using text and images.
- Students will create forms: input boxes, radio buttons, check boxes, pull-down menus, TextArea boxes, and submit buttons.
- Students will make their pages ready for listing within search directories/engines.

Performance Objective PO-09: (Standard 08.0802-0302)

Students will generate marketing pieces using Flash® and Fireworks®.

- Students will achieve basics in Flash®.
- Students will add Action Scripting to their Flash® movies.
- Students will recreate an effect used on the Palmolive® web site.
- Students will create an electronic greeting.
- Students will design an online advertisement in Flash® for Hershey's Corporation.
- Students will design and create a unique online advertisement in Flash® for another product, company, or service.
- Students will create an online presentation/game for the "Got Milk?" ad campaign.
- Students will create a project for the DECA 7up Challenge.

Performance Objective PO-10: (Standard 08.0802-0401)

Students will try out online shopping enablers and evaluate their ease of use.

- Students will research costs of online hosting and associated fees.
- Students will use Demo tools online to test drive shopping options available to merchants from two different online companies.
- Students will evaluate the ease of use of each tool they try.

REFERENCE MATERIALS

Online Course:

<http://www.usoe.k12.ut.us/ate/Marketing/Curriculum/ecommerce/course1/index.htm>

Suggested Companion Book to Course:

"Building Effective Web Sites" by Judy Strauss, University of Nevada, Reno, and Raymond Frost, Ohio University. Copyright © 2002. Publisher: Prentice Hall. ISBN 0-13-093288-4